

Figure 1. Process Flow Diagram

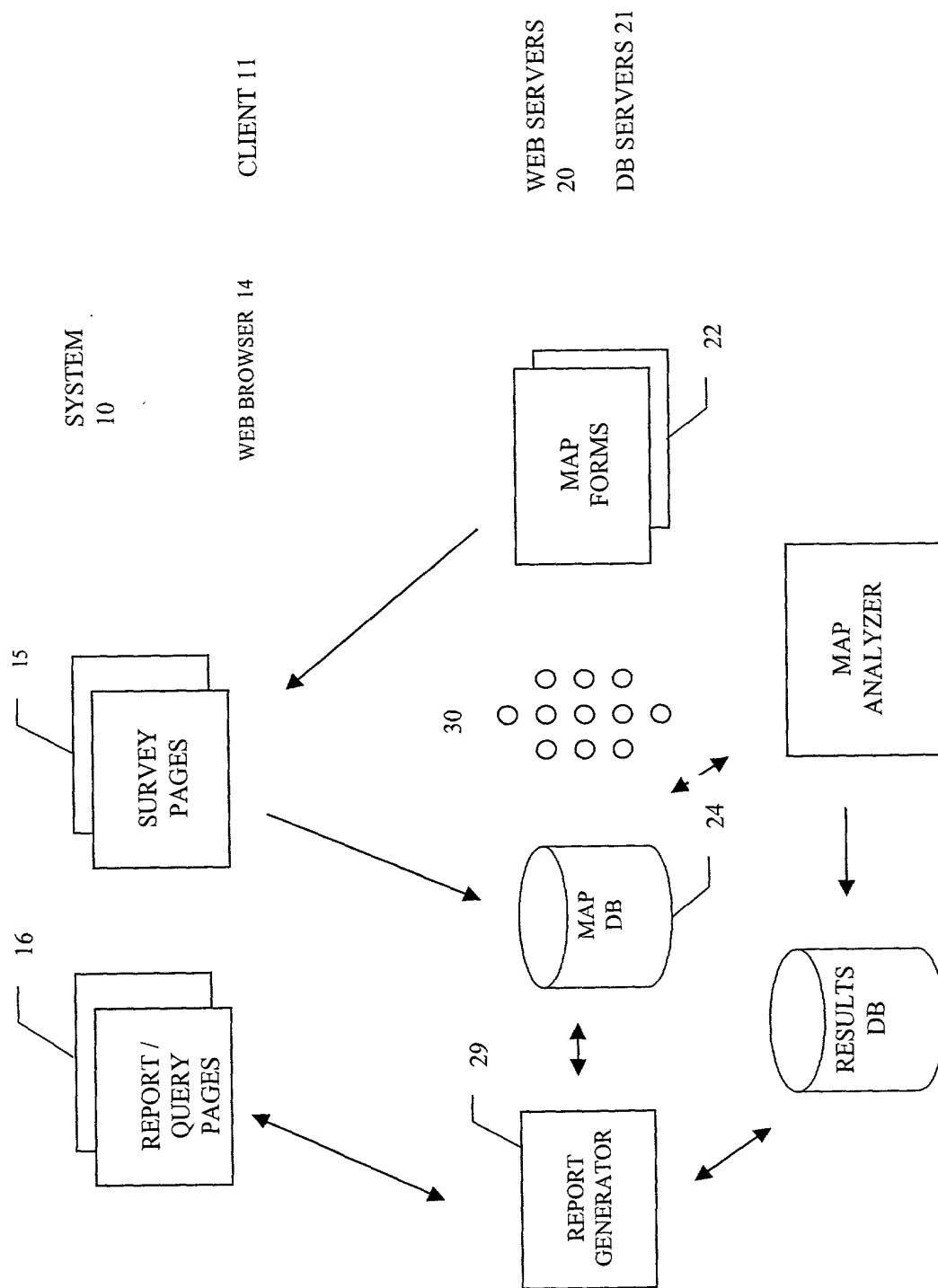


Figure 2. Influence Map

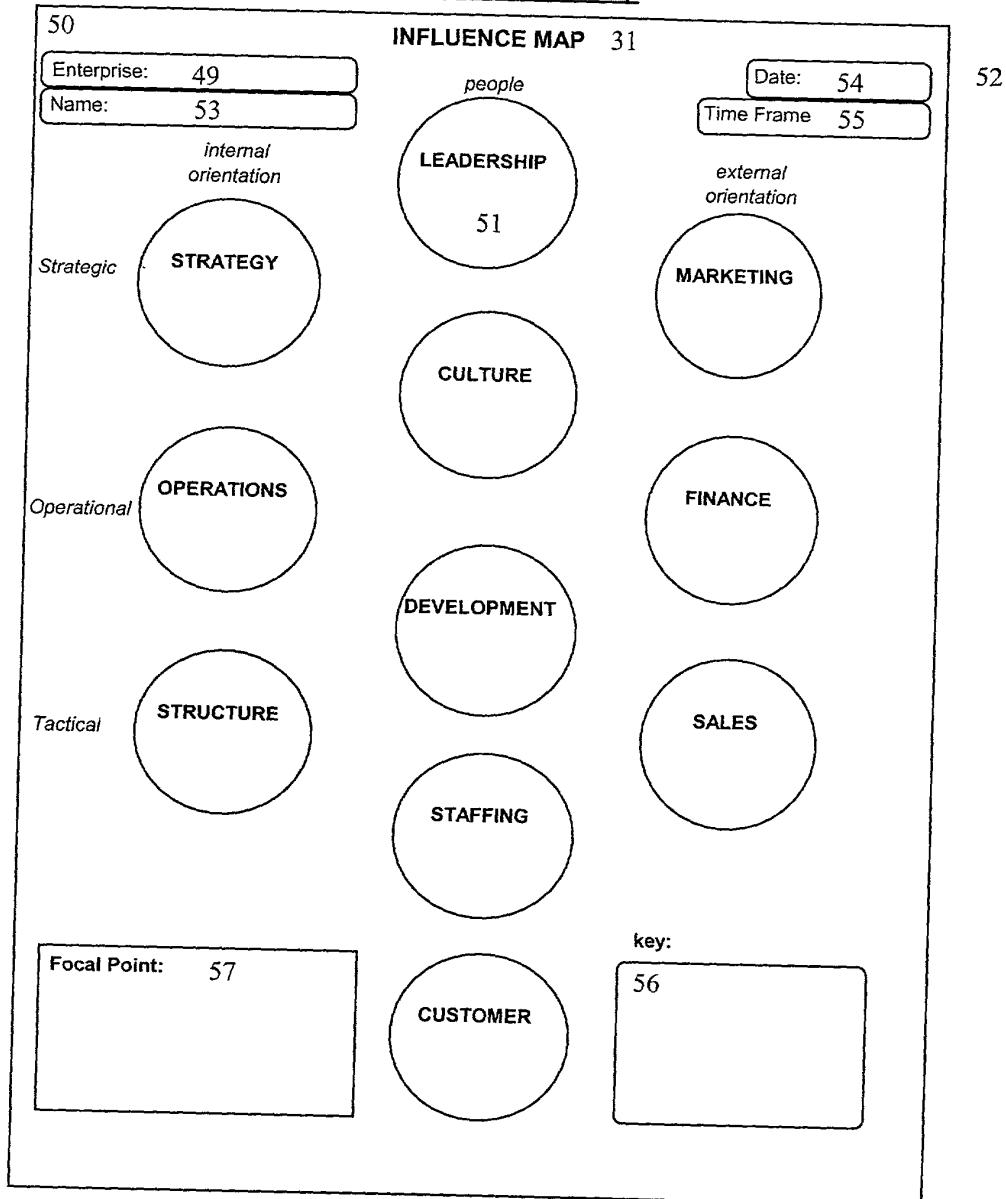


Figure 3. Extract of Scoring Matrix

35

Survey Scoring Matrix 32

Survey Questions

Spheres of Activity

37

Sphere of Origin:	Destination:				35
	Customer	Staffing	Structure	Sales	
Culture			59	60	
Leadership					
Marketing					
Strategy					
Finance		37		38	
Operations	30		31		
Development	22		23	24	
Sales	16	17	18	Sales	
Structure	10	11	Structure	12	
Staffing	4	5	6		
Customer	Customer	1	2	3	
Spheres Labels					
36					
Neighborhood links:					
immediate		4	3	3	33
extended	2	2	3	3	34

Figure 4. Extract of Neighborhood Orientation Matrix 38

Sphere of Origin:		Destination:				
		Customer	Staffing	Structure	Sales	Development
Culture		R43	R44	O-59	O-60	S-61
Leadership		R38	R39	R40	R41	R42
Marketing		R33	R34	R35	R36	S-49
Strategy		R28	R29	R30	R31	S-44
Finance		R25	O-37	R26	O-38	S-39
Operations		R22	O-30	O-31	R23	O-32
Development		R20	T-22	T-23	T-24	Development
Sales		T-16	T-17	T-18	Sales	T-19
Structure		T-10	T-11	Structure	T-12	T-13
Staffing		T-4	Staffing	T-5	T-6	T-7
Customer		Customer	T-1	T-2	T-3	R1
Spheres Labels						
Neighborhood links:						
R = remote		7	4	4	4	2
total:		10	10	10	10	10
Neighborhood Orientation on Influence Map with number of links:						
S=Strategic						4
O=Operational			2	2	2	1
T=Tactical		3	4	4	4	3

39

Figure 5. Sample Survey Design Template 490

Survey System date	43 44 45	
Culture Survey		
Name: _____ Sphere of Activity _____ My Perception _____ Forecast of ... _____ CUSTOMER SPHERE 1 TRAFFIC SIGNAL code: <input type="checkbox"/> Mr. Boss Red = stop, urgent Amber = caution, questions Green = go, ok 2 _____ 3 _____		Enter Yes or No ... the state of our organization culture ...
		<small>Definition: client, buyer, beneficiary</small> <input type="checkbox"/> Customers can easily reach a staff member who can assist them. <input type="checkbox"/> Customers are regularly asked how we can do a better job for them. <input type="checkbox"/> Customers know that we offer good value in what we sell.
		<small>Definition: human resources, capabilities</small> <input type="checkbox"/> Our staff treats the customer with care. <input type="checkbox"/> Our staff policies reinforce the importance of our staff in our success. <input type="checkbox"/> Staff know that the customer pays their salary. <input type="checkbox"/> Staff are actively encouraged & rewarded to continuously develop new skills. <input type="checkbox"/> We have the combination of skills & qualities needed to get the job done. <input type="checkbox"/> Staff are receiving incentives related to their work performance.
		<small>Definition: organization, policies and procedures</small> <input type="checkbox"/> Our organization is customer focused. <input type="checkbox"/> Staff roles and responsibilities are clear. <input type="checkbox"/> Our structure facilitates creating options for mutual gain. <input type="checkbox"/> We are well organized to create, grow and succeed. <input type="checkbox"/> Policies and procedures are working well on day to day basis. <input type="checkbox"/> Our policies and procedures positively reflect our Company's culture.
		<small>Definition: selling, creating buy-in, negotiating, deal-making</small> <input type="checkbox"/> Sales not only moves product but builds customer loyalty. <input type="checkbox"/> Sales has ready staff support. <input type="checkbox"/> Sales draws upon policies that emphasize "the customer comes first". <input type="checkbox"/> Sales development complements our Company's values. <input type="checkbox"/> We are achieving our sales goals. <input type="checkbox"/> Selling activities reflect positively on our Company.
46	47	Enter text references about question 21: <div style="border: 1px solid black; padding: 5px; text-align: center; width: fit-content;"> O.K. </div>

41

42

48

Figure 6. Perception Map

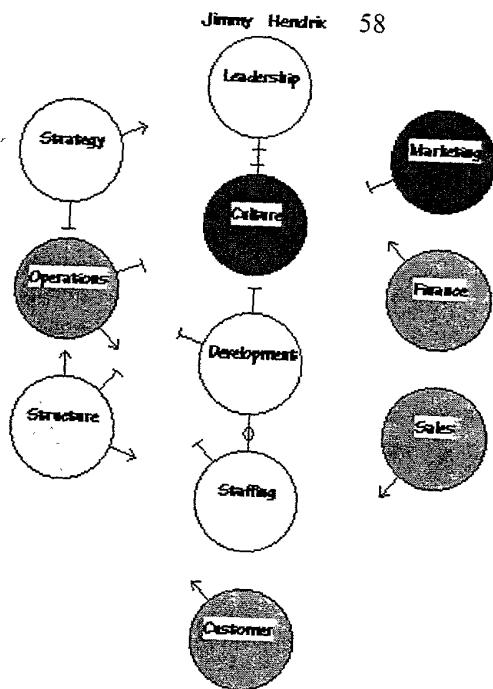


Figure 7. Reflection Map

data visualization schematic

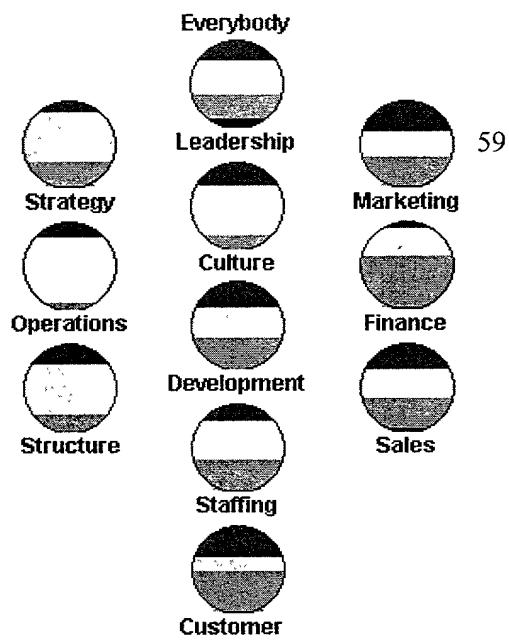


Figure 8. Circuit Board Map

data visualization schematic

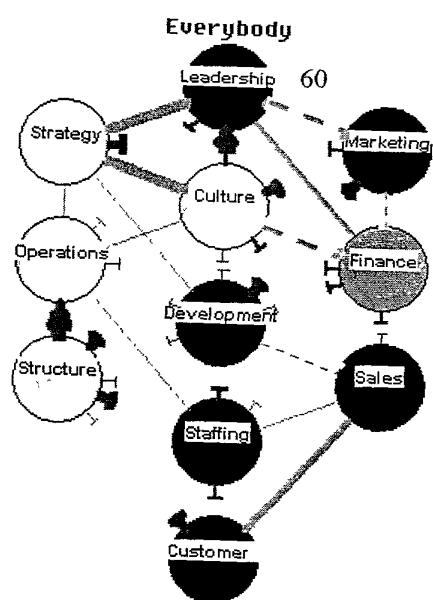


Figure 9. Hemisphere Map

data visualization schematic

World View / World View

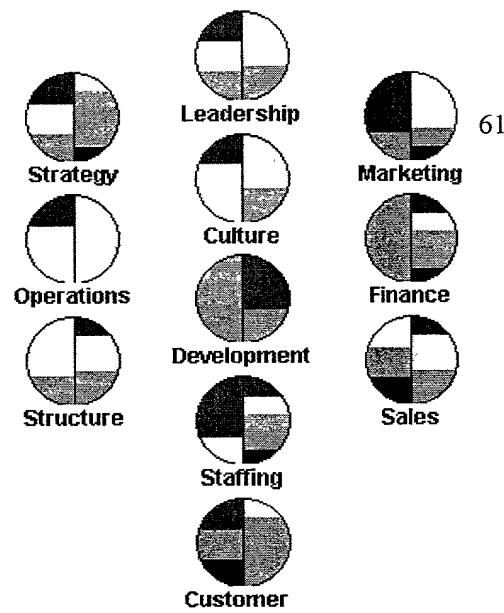


Figure 10. Opportunity Map

data visualization schematic
shown with previous display layers

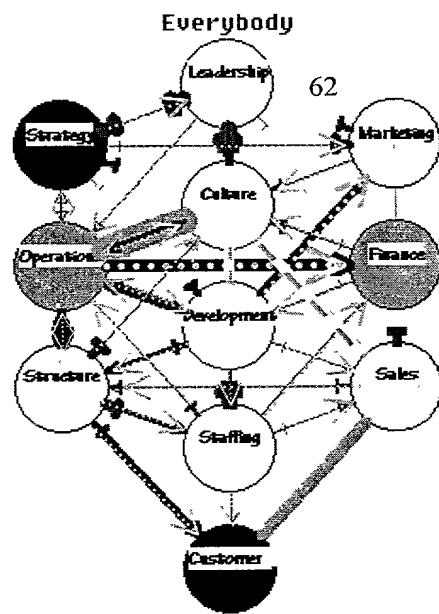


Figure 11. Action Map

data visualization schematic

shown with previous display layers

